

Heath Weaver

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Career

Personal project to explore AI at EmailsandDeals.com

2024-Sep – 2025-Jan | Remote

- Developed and executed a successful marketing strategy by automating content generation, producing blog posts and tweets for every processed email, enhancing engagement and reach.
- Leveraged expertise in digital marketing and data analytics by integrating AI systems for email content review, improving deal extraction accuracy from 80% to 95%.
- Demonstrated exceptional leadership and team management skills by designing and implementing the entire architecture for emailsanddeals.com, achieving a processing rate of 1 email every 5 seconds.

Managing Director at Essence of Email Agency

2019-Jun – 2024-Apr | Remote

- Developed and executed successful marketing strategies, overhauling customer segmentation and email strategies to boost client revenue by 34%.
- Led large teams of up to 50, focusing on organization and motivation, which improved client satisfaction by 10%.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction.
- Established extensive process documentation, reducing production defects by 76%, and increased productivity by 94% through a new project planning system.

VP of Marketing at Trilogy Software

2018-Apr – 2019-Feb | Remote

- Developed and executed marketing strategies for 15 SaaS products, enhancing competitive positioning and enabling successful product launches.
- Managed Salesforce migration and training, ensuring data integrity and team readiness for advanced ABM strategies, directly supporting sales enablement efforts.

Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Aug – 2017-Aug | Remote

- Developed and executed successful marketing strategies for clients like Motorola and Virgin Wines, enhancing their digital presence and market competitiveness.
- Led a digital growth-hacking division, optimizing digital advertising and email campaigns, which significantly improved client engagement and online visibility.

Director, Europe at High Position Agency

2010-Apr – 2011-Jun | Partially Remote

- Developed and executed a multichannel e-business strategy for corporate clients, leveraging digital marketing and data analytics, which increased agency revenue by 75% and reduced customer churn by 40%.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

2007-Jul – 2010-Mar | Brussels

- Developed and executed successful marketing strategies, increasing direct sales by 300% over three years through effective search marketing program management.
- Led Pan-European search campaigns, achieving top 5 listings for high-volume keywords, significantly enhancing brand visibility and sales across 16 countries.
- Created Sony's first worldwide Marginal Profit analysis, providing actionable insights that contributed to a profitability turnaround from 0% to over 5% operational profit in three years.

Manager, Finance at Sony VAIO Europe

2003-Oct – 2007-Jul | Brussels

- Developed and executed a 'locomotive' strategy that reversed declining margins, achieving a 5% operational profit in 3 years, directly contributing to Sony VAIO's profitability turnaround.
- Led worldwide profitability analysis initiatives, providing granular insights by country, product, and dealer, which became a corporate benchmark and drove NIBT growth.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and improving reporting accuracy, which supported strategic decision-making and operational efficiency.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Oct – 2003-May | San Diego

- Developed and executed automated reporting systems using Excel VBA (Macros), enhancing management productivity and supporting strategic decision-making with accurate, timely data analysis.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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